

Rep Order# 9818577 Ver# 3 Status Revised  
EC'd Yes

Traffic Order# 577862

Printed: 10/24/2012 12:54 PM  
Last Received: 10/24/2012 10:06 AM  
Showing Buylines: All Lines

1 of 3

Station KSTU-TV SALT LAKE CITY, UT  
Advertiser ( ) POLITICAL ISSUE GROU  
Product NRCC IE  
Estimate# 3159  
Buyer TRACEY ROBINSON  
Phone#  
Fax#

Agency ( ) NATIONAL MEDIA RESEARCH PLANNING  
815 SLATERS LANE  
ALEXANDRIA, VA 22314  
Agency C/P1/P2/E 155/426/3159  
Flight Dates 10/12/2012 - 10/18/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) DAN DRISCOLL  
Salesperson Phone# 202-955-5342  
Salesperson FAX# 917-206-9589

--- CONTRACT COMMENT ---

NRCC ADD TO SKED \*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

SEE LN 17 FOR 23 FOR N/A 'S REVTT=45900

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	F,M-TH	11A-12P	NEWS	:30	\$300.00	10/12-10/18	3	1	3	\$900.00	
	2	SU	9A-10A	FOX NEWS SUNDAY	:30	\$250.00	10/14-10/14	1	1	1	\$250.00	
	3	F,M-TH	4P-5P	DR. OZ	:30	\$400.00	10/12-10/18	5	1	5	\$2,000.00	
	4	F,M-TH	5A-530A	GOOD DAY UT	:30	\$250.00	10/12-10/18	5	1	5	\$1,250.00	
	5	F,M-TH	530A-6A	GOOD DAY UT	:30	\$350.00	10/12-10/18	5	1	5	\$1,750.00	
	6	F,M-TH	6A-7A	GOOD DAY UT	:30	\$400.00	10/12-10/18	4	1	4	\$1,600.00	
	7	F,M-TH	7A-8A	GOOD DAY UT	:30	\$475.00	10/12-10/18	4	1	4	\$1,900.00	
	8	F,M-TH	8A-9A	GOOD DAY UT	:30	\$400.00	10/12-10/18	4	1	4	\$1,600.00	
	9	SA	7A-8A	GOOD DAY UT	:30	\$400.00	10/13-10/13	1	1	1	\$400.00	
	10	SA	8A-9A	GOOD DAY UT	:30	\$500.00	10/13-10/13	1	1	1	\$500.00	
	11	SU	7A-8A	GOOD DAY UT	:30	\$400.00	10/14-10/14	1	1	1	\$400.00	

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	12	SU	8A-9A	GOOD DAY UT	:30	\$500.00	10/14-10/14	1	1	1	\$500.00	
	13	F,M-TH	5P-530P	NEWS	:30	\$550.00	10/12-10/18	5	1	5	\$2,750.00	
	14	F,M-TH	1005P-1035P	SEINFELD	:30	\$500.00	10/12-10/18	2	1	2	\$1,000.00	
	15	SU	1005P-1035P	SPORTS PAGE	:30	\$600.00	10/14-10/14	0	0	0	\$0.00	
	16	F,M-TH	9P-930P	NEWS	:30	\$1,500.00	10/12-10/18	2 <i>OK</i>	1	2	\$3,000.00	
	*17	F,M-TH	930P-1005P	NEWS	:30	\$1,500.00	10/12-10/18	2 <i>(2)</i>	1	2	\$3,000.00	
	[CREDIT WAS TAKEN FOR SPOT ON 10/18 (1/WK)] V3 Effective Dates Changed											
	18	SA	9P-10P	NEWS FOLO FTBL	:30	\$1,000.00	10/13-10/13	1	1	1	\$1,000.00	
	19	SA	9P-930P	NEWS	:30	\$1,000.00	10/13-10/13	1	1	1	\$1,000.00	
	20	SA	930P-1005P	NEWS	:30	\$1,000.00	10/13-10/13	1	1	1	\$1,000.00	
	21	SU	9P-930P	NEWS	:30	\$1,500.00	10/14-10/14	1	1	1	\$1,500.00	
	22	SU	930P-10P	NEWS	:30	\$1,500.00	10/14-10/14	1	1	1	\$1,500.00	
	*23	F,M-TH	6P-630P	SIMPSONS	:30	\$850.00	10/12-10/18	2	1	2	\$1,700.00	
	[CREDIT WAS TAKEN FOR SPOT ON 10/17 (1/WK)] V3 Effective Dates Changed											
	24	F,M-TH	630P-7P	SEINFELD	:30	\$700.00	10/12-10/18	2	1	2	\$1,400.00	

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	25	F,M-TH	530P-9P	MLB: NLCS	:30	\$1,900.00	10/12-10/18	3	1	3	\$5,700.00	
	26	SA	1P-430P	COLLEGE FOOTBALL: UTAH	:30	\$5,000.00	10/13-10/13	1	1	1	\$5,000.00	
	27	SU	10A-11A	FOX NFL PREGAME	:30	\$500.00	10/14-10/14	1	1	1	\$500.00	
	28	SU	2P-5P	NFL	:30	\$2,800.00	10/14-10/14	1	1	1	\$2,800.00	

---REPORT TOTALS---

Report Totals: 61 / \$45,900.00

---SALES MONTHLY TOTALS---

Oct 12: 61 / \$45,900.00

Sales Totals: 61 / \$45,900.00

Station Totals: 61 / \$45,900.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$127,500	CABL 0%	KDLU 0%	KJZZ 2%	KSL 16%	KSTU 36%
		KTVX 10%	KUCW 1%	KUTV 35%	UNKB 0%	UNKN 0%

Books null  
Demos RA3564